

DAFTAR PUSTAKA

- Akbar M.M and Parvez. 2009. *Impact of Service Quality, Trust, and Customer Satisfaction Loyalty*, ABAC Journal, Vol. 29, No.1.Januari, 24-38.
- Andreassen, Walin. 1998. "Customer loyalty and complex Services". *International Journal of Service Industry Management*, 9 (1):7-23
- Anderson, J.C, dan Narus, J.A. 1990. *A Model of Distributor Firm and Manufacturer Firm Working Partnerships* dalam *Journal of Marketing*, Vol.54, Januari, hlm.42-58
- Ariastuti N.G.A.A dan Made Antara. 2005. *Faktor – Faktor Yang Menentukan Loyalitas Pelanggan Terhadap Merek Teh Botol Sosro Di Kota Denpasar*. Thesis, Denpasar: Universitas Udayana.
- Aryotedjo. 2006. *Pengaruh Kualitas Jasa, Kepuasan Pelanggan, dan Komitmen Pelanggan Terhadap Loyalitas Pelanggan Pada Bisnis Retail (Study kasus pada Alfa Pabelan di Surakarta)*. Thesis S2, Surakarta : UNS.
- Assael. 2001. *Consumer Behavior And Marketing Action*, 6th edition. United States of America: ITP Company.
- Aydin, Serkan, and Ozer, Gokhan. 2005."The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market". *European Journal of Marketing*, 39(7/8):910-925
- Aydin, Serkan, and Ozer, Gokhan. 2005. "National customer satisfaction indices : an implementation in the Turkish mobile telephone Market". *Marketing Intellegence & Planning*, 23(5):486-504
- Aydin, Serkan, and Ozer, Gokhan. 2005. "Customer loyalty and the effect of switching costs as a moderator variable : a case in the turkish mobile phone market". *Marketing Intellegence & Planning*,23(1):89-103
- Bloemer dan J. Kasper. 1995. "The complex relationship between consumer satisfaction and brand loyalty". *Journal of Economic Psychology*, 16(2):19-24
- Bloemer, J. Ruyter and Wetzel, M. 1998. "On The Relationship Between Perceived Service Quality, Service Loyalty and Switching Cost". *International Journal of Industry Management*, 107 (5): 57-62

- Bolton, R.N dan Drew, J.H. 1991. *A Multistage Model of Customer's Assessment of Service Quality and Value* dalam *Journal of Consumer Research*, Vol.17 No.4, hlm 365-84
- Brunner, TA. 2007. "Satisfaction, Image, and Loyalty : New Versus Experienced Customers". *Europen Journal of Marketing*, 42 (9/10):1095-1105.
- Carman, J.M. 1990. *Consumer Perceptions of Service Quality : an Assesment ot The Servqual Dimensions* dalam *Journal of Retailing*, Vol.66, hlm.33-55
- Caruana, Albert. 2000. *The Effect of Service Quality and the Mediating Role of Customer satisfaction* dalam *European Journal of Marketing* Vol.36 No. 7/8. hlm.811-828. Bingley,UK: Emerald Group Publishing Limited.
- Chaudhuri, A dan Holbrook, M. B. 2001. *The Chain Effects from Brand Trust and Brand Affect to Brand Performance : The Role of Brand Loyalty* dalam *Journal of Marketing*, Vol.6, April,hlm.31-93
- Christine, S.C. 1999." *Corporate Identity, Sejarah Dan Aplikasinya*". Nirmana, 1(2):71-78
- Cooper, D.R, & Schindler, P.S.2006. *Business Research Methods*. 9th ed. New York : McGraw Hill Book Co.
- Cody, K dan Hope, B.1999. EX-SERQUAL. *An Instrument in Meansure Service Quality of Extrament* dalam *Proceedings of the 10th. Australasian Conference on Information System Wellington*. 1-3 Desember, hlm 207
- Cronin, JR. J.J, Brady MK, Hult G. T. M. 2000. "Assesing the Effects of Quality, Value, and Customer Satisfaction on Consumer Bahavioral Intentions in Service Environments". *Journal of Retailing*,76(2): 193–218
- Darsono L.I. 2008. "Hubungan Perceived Service Quality dan Loyalitas : Peran Trust dan Satisfaction Sebagai Mediator". *The 2nd National Conference UKWMS*.
- Dharmesta, B.S. 1999."Loyalitas Pelanggan:Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti". *Jurnal Ekonomi & Bisnis Indonesia*, 14(3):73-88
- Doney, P.M, dan Caman, J.P . 1997. *An Examination of The Nature of Trust in Buyer-Seller Relationship* dalam *Journal of Marketing*. Vol 61,April.35-51

- Dick dan Bassu, K. 1994. "*Customer loyalty : toward an integrated conceptual framework*". *Journal of Academy of Marketing Science*, 22(2):99-113.
- Ehrenberg, A.S.C.1998. *Repeat Buying: Facts, Theory and Applications*. Oxford University Press, Oxford.
- Firdaus, Iman M.S. 2007. "*Pengaruh Kinerja Pengoperasian, Kinerja Penyerahan Jasa Kelistrikan, Nilai Pelanggan dan Citra Perusahaan Terhadap Kesetiaan Pelanggan Listrik Rumah Tangga di Jawa*".ISSN, 2:1858-2559.
- Fournier, S and Yao, J.L. 1997. "*Reviewing Brand Loyalty : A Conceptualization Within the Framework of Consumer – Brand Relationships*". *International Journal of Research in Marketing*, 14(5): 451-472.
- Ghozali Imam. 2006. *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Giddens, Nancy dan Hofmann, A. 2002, "*Brand Loyalty*". Missouri Value Added Development Center: University of Missouri.
- Gujarati, D. 1999. *Dasar–Dasar Ekonometrika*, alih bahasa : Sumarno Zain. Jakarta: Erlangga
- Gundlach, G.T dan Murphy, P.E. 1993. *Ethical and Legal Foundations of Relational Marketing Exchanges* dalam *Journal of Marketing*, Vol.57, Oktober, hlm 35-46
- Iswari dan Suryandari RT. 2003. "*Analisis Pengaruh Image Supermarket Terhadap Loyalitas Konsumen*". *Jurnal Bisnis & Manajemen*, 3(2):81-93.
- Jogiyanto. 2005. "*Metodologi Penelitian Bisnis*". Yogyakarta: BPFE
- Johnson et al. 2001. "*The Evolutionand future of national customer satisfaction index models*". *Journal of Economic Psychology*, 22:217-245.
- Johnson, M.D. and Fornell.1991. "*A framework for comparing customer satisfaction across individual and product categories*". *Journal of Economic Pschology*, 12:267-286.
- Kandampully, Jay and Suhartanto Dwi. 2002. "*Customer Loyalty In Hotel Industry: The Role of Customer Satisfaction and Image.*" *International*

Journal of Contemporary Hospitality Management, 12(6):19-24.

- Karsono, 2005. "Pengaruh Kualitas Pelayanan Terhadap Loyalitas Anggota Dengan Kepuasan Anggota Sebagai Variabel Pemediasi". *Jurnal Bisnis dan Manajemen*, 5 (2):183–196
- Klemperer. P. 1995. " *Competition When Consumer Have Switching Cost : An Overview With Applications to Industrial Organisation Macroeconomics and International Trade*". *Review of Economics Studies*. 62 : 515-539
- 2007."Peran Variabel Citra Perusahaan, Kepercayaan dan Biaya Perpindahan yang Memediasi Pengaruh Kualitas Terhadap Loyalitas Pelanggan". *Jurnal Bisnis dan Manajemen*. 7(1) : 93-110
- Kotler, P. 2010. *Marketing Management*, 13th Edition, Pearson Education, New Jersey : Prentice Hall, inc.
- Keller, K. 1993."Conceptualizing, Measuring, and Managing Customer based Equity". *Journal of Marketing*, 1.
- Kuncoro. 2003. *Metode Riset untuk Bisnis & Ekonomi*. Jakarta.
- Lashley and Lee-Ross, D. 2003. *Organization Behaviour for Leisure Services*. London
- Lau, G dan Lee, S. 1999. *Consumers' Trust in A Brand and Link to Brand Loyalty dalam Journal of Market Focused Management*, vol.4, hlm.341-70
- Luarn, Pin dan Hsin-Hui Lin. 2006. *A Customer Loyalty Model for E-Service Context dalam Journal Electronic Commerce Research* Vol.4 No.4, hlm 156-167
- Martin, David C, Molina A, and Esteban A. 2007. "An Integrated Model of Price, Satisfaction and Loyalty : an Empirical Analysis in The Service Sector". *Journal of Product and Brand Management*, 16(7):459-468.
- Martenson Rita. 2007. "Corporate brand image, satisfaction and store loyalty". *International Journal of Retail & Distribution Management*, 35:544-555.
- Molan, Benyamin. 2002. *Glosarium Prentice Hall untuk Manajemen dan Pemasaran*. Yakarta : Prenhallindo.

- Morgan, R.M, dan Hunt, S.D. 1994. *The Commitment-Trust Theory of Relationship Marketing* dalam *Journal of Marketing*, Vol.58,Juli,hlm20-38
- Okidarsyah, M. 2008. “*Pengaruh Kualitas Pelayanan, Citra Perusahaan, Switching Barrier dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan*”. Thesis S2, Surabaya: ITS
- Oliver. 1993.”*Cognitive, Affective, and Attribute Bases of te Satisfaction*.” *Journal of Consumer Research*, 20(3):451-466
- Palupi, Endah Dwi. 2006. ”*Analisis Pengaruh Corporate Image terhadap Loyalitas Pelanggan pada Apotek Padma Surakarta*”. Thesis S2, Surakarta: UNS.
- Parasuraman, A. 2001. “*A Conceptual Model Of Service Quality and Its Implications for Future Research*”. *Journal of Marketing*, 49: 41–50.
- Rowleys, J and Jillian, D.1999.”*Customer Loyalty—a Relevant Concept for Libraries*“. *Library Management*, 20(6):345 – 351.
- Sekaran, Uma. 2006. *Metodologi Penelitian Untuk Bisnis*. 4th ed. Jakarta: Salemba Empat.
- Shy, O. 2002.”*A quick and easy method for estimating switching cost*”, *International Journal of Industrial Organization*. Vol.20.
- Stanton, William J. 1993. *Fundamental Marketing* edisi Bahasa Indonesia. Jakarta
- Supadiyono, Agus. 2008. *Pengaruh Customer Value Terhadap Keputusan Pembelian Produk Dengan Kepuasan Sebagai Variabel Moderasi* (Study kasus pelanggan Mentari PT. Indosat). Thesis S2, Surakarta: UNS
- Tjiptono, Fandi, 2005. *Strategi Pemasaran*, Penerbit Andi, Yogyakarta.
- Venetis, K.A. and ghauri, P.N. 2004. ”*Service quality and customer retention : building long-term relationship*”. *European Journal of Marketing*, Vol.38 No. 11/12, pp. 1577-1598

Zeithaml, Valarie.A. 1998, " *Customer perceptions of price, quality,value:a means–end model synthesis of evidence*". Journal of Marketing 52(7):2-22

<http://www.e-iman.uni.cc>

<http://balitbang.depkominfo.go.id/2009/03/25/pemberdayaan-infrastruktur-telekomunikasi-di-lingkungan-departemen-komunikasi-dan-informatika/>, diakses tanggal 8 Oktober 2010.

<http://vlsm.org/fusikom-ui/fusikom-01-mti01abs.html>, diakses tanggal 8 Oktober 2010

<http://www.indoforum.org/archive/index.php/t-32601.html>, diakses tanggal 8 Oktober 2010